ACCT 0498  (Demand)  1-3 hrs. cr.
Advanced Topics in Accounting
For upper division accounting or related majors with topics to be announced each time the course is offered. Prerequisite: Senior standing or permission.

ACCT 0499  (Demand)  1-6 hrs. cr.
Independent Study in Accounting
Individually directed readings, research and discussion in selected areas of accounting for advanced majors. Scope, depth, area of concentration and credit to be arranged upon entry into course. Offered by arrangement. Prerequisites: Permission and a minimum 3.0 GPA. Repeatable up to six credit hours.

Faculty  Block
The BSE business major course of study prepares graduates to teach business at the secondary level.
Business education majors must have a cumulative GPA of 2.75 in all course work and must maintain a cumulative GPA of 2.75 in business courses.

Bachelor of Science in Education (Business Major)
Major Code ES10

Semester Hours
General Education Requirements (p. 45) 46-47*  43-44
Education Courses (p. 179) 39-40** ............................................ 36-37
Business Major .................................................. 43-45

ACCT 201  Principles of Financial Accounting .................. 3
ACCT 202  Principles of Managerial Accounting ................. 3
ECON 201  Principles of Economics-Macro ....................... 3
GB 110  Computer Formatting ........................................ 3
GB 301  Legal Environment of Business I ....................... 3
GB 312  Principles of Business Education ....................... 3
GB 320  Business Communication (WI) ......................... 3
GB 412  Implementing Business Education Programs ............ 3
IB 310  International Business ..................................... 3
MM 237  Using Information Systems ................................ 3
MM 300  Principles of Marketing .................................... 3
MM 337  Management Information Systems ....................... 3
MM 350  Fundamentals of Organizational Management (WI) .. 3
MM 405  Internet Marketing ...................................... 3
Electives ................................................................... 3-12

Total ....................................................................... 124

*ECON 201 satisfies part of Area E2
**EDUC 280 satisfies Area I

For additional information contact:
Dr. Beverly Block
Office: Plaster Hall 309Q
Phone: 417.625.9603
Email: block-b@mssu.edu

Entrepreneurship minors are offered to Non-BSBA and BSBA degree candidates. The courses will help students identify their own entrepreneurial potential and recognize entrepreneurial opportunities in their environment. The minor will enable students to obtain knowledge useful in pursuing their own new venture start-ups or expanding existing businesses. Entrepreneurship courses are offered via the Internet.

Minor in Entrepreneurship (Non-BSBA degree candidates)
Minor Code MM88

Semester Hours
Required:
ENT 201  Developing a Business Plan  ......................... 1
ENT 202  Business Opportunities ................................ 1
ENT 203  Legal Aspects for Entrepreneurs ................... 1
ENT 204  Initial Capitalization .................................... 1
ENT 205  Cash Flow Analysis ..................................... 1
ENT 206  Microcomputer Applications .......................... 1
ENT 207  Accounting Procedures ................................ 1
ENT 208  Accounting Records ..................................... 1
ENT 209  Accounting Taxation ..................................... 1
ENT 210  The Management Process for Entrepreneurs ....... 1
ENT 211  Strategic Planning & Organizing ..................... 1
ENT 212  Human Resource Issues for Entrepreneurs ....... 1
ENT 213  Promotion .................................................. 1
ENT 214  Pricing ....................................................... 1
ENT 215  Merchandise/Inventory Planning ..................... 1
ENT 301  New Business Formation ............................ 3
ENT 302  Managing Innovation and Technology ............ 3
Total for Minor (Entrepreneurship) ................................... 21

Minor in Entrepreneurship (BSBA degree candidates)
Minor Code MM89

Semester Hours
Required:
ENT 201  Developing a Business Plan  ......................... 1
ENT 202  Business Opportunities ................................ 1
ENT 203  Legal Aspects for Entrepreneurs ................... 1
ENT 204  Initial Capitalization .................................... 1
ENT 205  Cash Flow Analysis ..................................... 1
ENT 209  Accounting Taxation ..................................... 1
ENT 301  New Business Formation ............................ 3
ENT 302  Managing Innovation and Technology ............ 3

Choose 6 credit hours from:
ACCT 309  Accounting Information Systems I ............... 3
ECON 411  Investments ............................................ 3
ECON 330  Principles of Insurance ................................ 1
GB 361  Personal Development .................................... 1
GB 362  Career Development ..................................... 1
GB 363  Interpersonal Development ............................ 1
MM 340  Principles of Transportation .......................... 3
MM 354  Quality Management ................................. 3
MM 405  Internet Marketing ..................................... 3
MM 312  Retailing .................................................. 3
MM 436  Service Marketing ....................................... 3
MM 321  Professional Strategic Selling ....................... 3
MM 345  Business Logistics ...................................... 3
Or Upper Division Business Course (selected with adviser consultation and approval)
Total for Minor (Entrepreneurship) ................................ 18

Concentration in Entrepreneurship
A concentration in entrepreneurship is offered for all students, regardless of
major, to enhance success of new venture start-ups. This concentration helps
prepare students to start their own businesses. A Certificate of Entrepreneur-
ship will be issued to students who successfully complete the fifteen entre-
preneurship courses. Entrepreneurship courses are offered via the Internet.

Requirements for a Concentration
in Entrepreneurship
Certificate Code MM86

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Semester Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENT 201</td>
<td>Developing a Business Plan</td>
<td>1 hr. cr.</td>
</tr>
<tr>
<td>ENT 202</td>
<td>Business Opportunities</td>
<td>1 hr. cr.</td>
</tr>
<tr>
<td>ENT 203</td>
<td>Legal Aspects for Entrepreneurs</td>
<td>1 hr. cr.</td>
</tr>
<tr>
<td>ENT 204</td>
<td>Initial Capitalization</td>
<td>1 hr. cr.</td>
</tr>
<tr>
<td>ENT 205</td>
<td>Cash Flow Analysis</td>
<td>1 hr. cr.</td>
</tr>
<tr>
<td>ENT 206</td>
<td>Microcomputer Applications</td>
<td>1 hr. cr.</td>
</tr>
<tr>
<td>ENT 207</td>
<td>Accounting Procedures</td>
<td>1 hr. cr.</td>
</tr>
<tr>
<td>ENT 208</td>
<td>Accounting Records</td>
<td>1 hr. cr.</td>
</tr>
<tr>
<td>ENT 209</td>
<td>Accounting Taxation</td>
<td>1 hr. cr.</td>
</tr>
<tr>
<td>ENT 210</td>
<td>The Management Process for Entrepreneurs</td>
<td>1 hr. cr.</td>
</tr>
<tr>
<td>ENT 211</td>
<td>Strategic Planning &amp; Organizing</td>
<td>1 hr. cr.</td>
</tr>
<tr>
<td>ENT 212</td>
<td>Human Resource Issues for Entrepreneurs</td>
<td>1 hr. cr.</td>
</tr>
<tr>
<td>ENT 213</td>
<td>Promotion</td>
<td>1 hr. cr.</td>
</tr>
<tr>
<td>ENT 214</td>
<td>Pricing</td>
<td>1 hr. cr.</td>
</tr>
<tr>
<td>ENT 215</td>
<td>Merchandise/Inventory Planning</td>
<td>1 hr. cr.</td>
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<td></td>
<td>Total for Concentration (Entrepreneurship)</td>
<td>15</td>
</tr>
</tbody>
</table>

For additional information contact:
Karen Bradshaw
Office: Plaster Hall 107B
Phone: 417.625.9520
Email: bradshaw-k@mssu.edu

Course Descriptions

ENT 0201  (F) Developing a Business Plan
This course focuses on the proper techniques to use in preparing and present-
ing a business plan, which will provide the necessary goals and direc-
tions for creating, managing and gaining profit from a business.

ENT 0202  (F) Business Opportunities
A course concentrating on analyzing the feasibility of starting or expand-
ing a business venture. Topics include developing strategies for various types
of existing businesses and new startups, product positioning, the pur-
chase of existing businesses, franchising and determining and creating a
competitive advantage for products and services.

ENT 0203  (F) Legal Aspects for Entrepreneurs
This course will cover the formation, advantages and disadvantages of cor-
porations, partnerships, LLCs and sole proprietorships as different forms of
legal ownership for new businesses. Topics include business licenses, busi-
ness insurance, government regulations, government support systems, liabil-
ity and ethical issues.

ENT 0204  (S) Initial Capitalization
A course to help prepare the entrepreneur for presenting their “initial capital”
needs to the appropriate audience in obtaining financing for their new busi-
ness.

ENT 0205  (S) Cash Flow Analysis
A course for preparing analysis on a new or existing business in the areas of
business operating cycle, quality indicators, financial ratios, permanent work-
ing capital and cash flow analysis.

ENT 0206  (S) Microcomputer Applications
A course to prepare the entrepreneur for applying computerized accounting
technology to a small business situation. QuickBooks for Windows will be
used for the course.

ENT 0207  (F) Accounting Procedures
A course to teach entrepreneurs accounting concepts so they will have back-
ground knowledge of the how and why of financial statement preparation as
related to managing small businesses.

ENT 0208  (F) Accounting Records
A course to acquaint entrepreneurs with the various accounting and financial
records needed to successfully operate a small business.

ENT 0209  (F) Accounting Taxation
A course to acquaint entrepreneurs with the tax consequences of the different
forms of business organization and the documents necessary to get a busi-
ness “legal” with authorities for “tax” purposes.

ENT 0210  (S) The Management Process for Entrepreneurs
A course to help small business people develop and implement management
strategies for efficiency and to learn and practice the important functions of
planning and organizing a small business. Topics include the balanced score-
card concept, analytical tools, methods of managing entrepreneurial firms
and the formation of strategy for E-commerce trends and the application of
this strategy.
ENT 0212 (S) 1 hr. cr.
Human Resource Issues for Entrepreneurs
This course is designed to help the students and owners of small businesses improve their human relations skills needed in running a business. The discovering of one’s management style and the development of new management skills will be covered.

ENT 0213 (S) 1 hr. cr.
Promotion
This course will introduce the entrepreneur to the complexities of advertising for smaller businesses. The entrepreneur will learn to develop the marketing goals of a business and select a marketing mix to communicate those ideas to the marketplace. Utilizing the Internet in promotional strategies will be covered.

ENT 0214 (S) 1 hr. cr.
Pricing
This course will concentrate on the pricing of products for a small business for profit and the development of pricing strategies and sales promotion techniques that will allow businesses to attract customers for the buying process. The emphasis will be on pricing strategies for goods and/or services.

ENT 0215 (S) 1 hr. cr.
Merchandise/Inventory Planning
This course will acquaint the entrepreneur with various techniques of inventory planning and controls. It will also focus on merchandising strategies, salesmanship, location analysis and the purchasing function.

ENT 0301 (S) 3 hrs. cr.
New Business Formation
Students, as officers or employees, will be required to complete the following tasks generally inclusive with creating and managing a small business: identify a viable product/service and target market; develop an organizational structure for the company; write a business plan; maintain internal cost and accounting procedures; develop advertising and marketing strategies; and harvest the business. Prerequisite: ENT 201.

ENT 0302 (F) 3 hrs. cr.
Managing Innovation and Technology
Students work in a consulting capacity problem solving for entrepreneurial companies that may be located in a business innovation center or referred by the Small Business Development Center. Students work with problems related to marketing, financial management, managerial issues, and other business requirements in which students will combine business and consulting skills in a way that leads to innovation and sustainable growth in the small businesses. Prerequisite: Ent 201.

Faculty  D. Smith - Head, Abrahams, Buchholz, La Near, Nichols, Rawlins

The BSBA finance and economics major course of study is designed to provide a quality comprehensive educational environment to students for the development of the critical, personal, professional and intellectual competencies necessary for success in the complex and dynamic global business world.

Bachelor of Science in Business Administration with an Emphasis in Finance and Economics

<table>
<thead>
<tr>
<th>Economics Concentration Major Code EC04</th>
<th>Semester Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Education Requirements (p. 45)</td>
<td>46-47* . . . . 43-44</td>
</tr>
<tr>
<td>Business Core (p. 149)</td>
<td>39</td>
</tr>
<tr>
<td>Finance</td>
<td>18</td>
</tr>
<tr>
<td>GB 101 Introduction to Personal Financial Planning</td>
<td>3</td>
</tr>
<tr>
<td>ECON 300 Money and Banking</td>
<td>3</td>
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<tr>
<td>ECON 401 Managerial Economics</td>
<td>3</td>
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<tr>
<td>ECON 402 Macroeconomic Analysis</td>
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<tr>
<td>GB 322 Business Statistics II</td>
<td>3</td>
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<tr>
<td>INTS 304 Comparative Political Economy</td>
<td>3</td>
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<tr>
<td>Upper Division Finance/Economics Electives</td>
<td>9</td>
</tr>
<tr>
<td>Upper Division Business Electives</td>
<td>6</td>
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<tr>
<td>General Electives</td>
<td>8-9</td>
</tr>
<tr>
<td>Total</td>
<td>124</td>
</tr>
</tbody>
</table>

Finance Concentration Major Code EC05

| General Education Requirements (p. 45) | 46-47* . . . . 43-44 |
| Business Core (p. 149) | 39 |
| Finance | 18 |
| GB 101 Introduction to Personal Financial Planning | 3 |
| ECON 300 Money and Banking | 3 |
| ECON 401 Managerial Economics | 3 |
| ECON 411 Investments | 3 |
| ECON 450 Financial Strategy | 3 |
| Choose One: | 3 |
| ECON 420 Security Analysis | 3 |
| ECON 421 Portfolio Management | 1 |
| Upper Division Finance/Economics Electives | 9 |
| Upper Division Business Electives | 6 |
| General Electives | 8-9 |
| Total | 124 |

Personal Financial Planning Concentration Major Code EC03

| General Education Requirements (p. 45) | 46-47* . . . . 43-44 |
| Business Core (p. 149) | 39 |
| Financial Planning | 30 |
| GB 101 Introduction to Personal Financial Planning | 3 |
| ECON 300 Money and Banking | 3 |
| ECON 320 Pension Planning | 3 |
| ECON 330 Principles of Insurance | 3 |
| ECON 370 Estate Planning | 3 |
| ECON 411 Investments | 3 |
| ECON 420 Security Analysis | 3 |
| ECON 440 Advanced Financial Planning | 3 |
| ACCT 375 Tax Accounting I | 3 |
| ACCT 408 Tax Accounting II | 3 |
| Electives | 8-9 |
| Total | 124 |

*Required course in Economics (ECON 201) satisfies major requirement and three hours of General Education Requirements.